

Pernod Ricard sells Lubuski Gin to Vinpol

Press release - Paris, 16 January 2009

Pernod Ricard announces today that it has signed an agreement to sell Lubuski Gin to Vinpol Sp. z o.o., a subsidiary from the German group Henkell & Co. Sektkellerei.

The transaction will be completed after securing the agreement of the relevant competition authorities, including approval by the European Commission.

As part of its acquisition of V&S Vin & Sprit AB, finalised on 23 July 2008, Pernod Ricard made a commitment to the European Commission to divest a number of brands including Lubuski Gin.

The German group Henkell & Co. Sektkellerei KG is an independent producer and distributor of sparkling wines, wines and spirits in Europe.

About Pernod Ricard

Created by the merger of Pernod and Ricard (1975), the Group has undergone sustained development, based on both organic growth and acquisitions. The purchase of part of Seagram (2001), the acquisitions of Allied Domecq (2005) and recently of Vin & Sprit (2008) have made Pernod Ricard the world's co-leader in wines and spirits with consolidated sales of € 6,589 million in 2007/08.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Premium Vodka, Ricard pastis, Ballantine's, Chivas Regal and The Glenlivet Scotch whiskies, Jameson's Irish Whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Montana wines.

The Group favours a decentralised organisation, with 7 Brand Owners and 70 Distribution Companies established in each key market, and employs a workforce of more than 19,300 people.

Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.

Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

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